Card Sorting Instructions

Purpose:
To see how <u>you</u>, the user, organizes and labels information.
Results will help provide the top level navigation and content organization thereafter for the web site.

Directions:

1. Scatter the cards around the table in random order.

2. Sit down at the table and sort the cards according to similarity.
   a.   Don't produce stacks that are too large or too small, but if a card deserves it's own section, then, so be it.
   b.   Stacks don't need to be even.
   c. Take your time.
   d.   If a card could fit in multiple piles, pick <u>one</u> of the piles that you feel makes more sense.

3. After the cards are sorted into piles, use a post-it note and label the piles with a word or set of words that best describes what a person may find in that section. Place the post-it note on the top card of the pile

4. Prioritize the stacks in order of your importance. You can do this with information inside each of the stacks, but is not necessary.

5. Bundle the stacks together and rubber band them.

6. Please answer the following questions.

Questions:
   a. Name:_____

   b. Occupation: _____

   c. Years spent in the industry: _____

   d. Experience with the internet: ___Little use   ___ Average   ___ Very Knowledgeable ___Expert

   e. Would you use the web site if you had access to it?   ___ Yes   ___ No

   f. What kind of information would benefit you on the web site? (Be as descriptive as possible)

   g. Was this card sorting exercise difficult for you?   ___ Yes ___ No

      Why or Why not?